

**SYSTEM, METHOD & SOFTWARE FOR A USER RESPONSIVE CALL  
CENTER CUSTOMER SERVICE DELIVERY SOLUTION**

**ABSTRACT OF THE DISCLOSURE**

A system, method and software are provided for implementing an adaptive and dynamic call center customer service delivery solution. In operation, a user interface (U/I) model is selected from a library of U/I models as the U/I model likely to elicit favorable customer responses and to achieve customer completion of the selected transaction. The active U/I model may be re-evaluated at each node of the selected transaction and a new model selected in response to a determination that the active U/I model is no longer preferred. One or more U/I models may be updated based on observed user responsiveness, the efficiency of past transactions as well as on other grounds.